

How Innovation Drives Productivity - How Generative AI Augments Finance

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As originally published in the Credit Research Foundation 3Q 2023 Credit & Financial Management Review

Abstract

Generative AI brings efficiency, accuracy, innovation, and agility to the finance office. It enhances data analysis, supports decision – making, automates processes, detects fraud, aids in compliance, and enables elevated experiences for your key stakeholders. Embracing generative AI empowers the CFO and team to lead with data-driven insights, navigate complexities and contribute significantly to the organization’s financial success.

How does Innovation Drive Productivity? It starts with cake mix. The story of boxed cake mix is about optimizing a manual process and a shift in cultural values. It was about taking a manual task, making a cake, and innovating it by offering a packaged food product that promised convenience and ease – and redefining what it means to be "homemade."

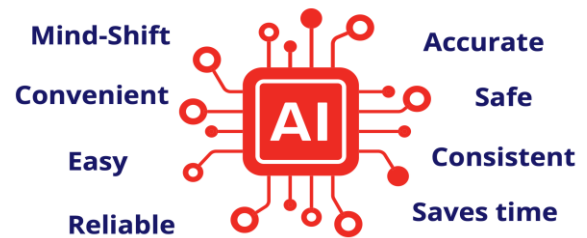
Mind-Shift
Convenient
Easy
Reliable



Accurate
Safe
Consistent
Saves time

The same journey could be paralleled with the infusion of AI in the workplace. Regardless of how someone is introduced to AI technology, there are psychological, social, and cultural factors that will determine how teams engage with it moving forward.

While AI has been integrated into our lives for some years (think Alexa, Siri, Nest), recent innovations in generative AI are challenging our values around work, art, authorship, and more. If cake mix could alter our perception of "homemade" baking, what kinds of cultural and social norms could we expect AI to transform, especially in the workplace?



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